

NEWS RELEASE



United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
VIRGINIA FIELD OFFICE

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FLORICULTURE SURVEY BEGINS

Richmond, Virginia, December, 2005 – The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) will conduct the Commercial Floriculture Survey beginning in December 2005 to collect data on floriculture operations in 36 states. The floriculture and nursery industry has more than doubled from 1988 to 1998 with sales totaling more than \$10 billion per year as reported by the 1998 Census of Horticultural Specialties. The 2004 wholesale value of floriculture crops was up two percent from the previous year. The total crop value at wholesale for all growers with \$10,000 or more in sales was estimated at \$5.18 billion in 2004, compared with \$5.08 billion for 2003. This represents a significant contribution to farm income and the Gross Domestic Product.

This survey will be used to produce reliable data on key items such as area of production, products sold and value of sales. Leaders from various floriculture industries encourage growers and producers to participate in this survey, knowing it is crucial to have accurate data on the industry. Results from the Commercial Floriculture Survey will be released on April 26, 2006.

"NASS works with producers and growers to provide complete, accurate and objective statistics that keep U.S. floriculture industry informed," said Kevin Barnes, Virginia Director. "Growers gain important benefits from providing their responses to this survey."

The results of the survey ensure information is available to the public and the industry on commercial floriculture production. Summarized results measure the economic contribution of the floriculture industry to the U.S. economy and provide accurate industry statistics that are crucial to obtaining research funding and government support on various issues.

NASS safeguards the confidentiality of all survey responses. Data from individual operations are combined with other responses. NASS will not disclose any data about an individual operation.

The results will be published as state and national estimates. You can view floriculture statistics on the NASS Web site at www.nass.usda.gov. For other information, e-mail nass@nass.usda.gov or call (800) 727-9540. To order a printed copy of any NASS report, call the NASS Order Desk at (800) 999-6779.

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